

Message Text

UNCLASSIFIED

PAGE 01 BANGKO 30183 021626Z

70

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
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R 021027Z NOV 76
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 5505

UNCLAS BANGKOK 30183

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJ: WTDR/FTI-THE ASAVASOPHON CO., LTD.

REF: USDOC 17689

1. THAILAND
 2. CNTRY CODE: 549
 3. SER. NO: N/A
 4. THE ASAVASOPHON CO., LTD.
 - 4A. CODE: K
 5. 50-52 SIPHYA ROAD
 6. BANGKOK, THAILAND.
 7. ESTABL: 1955
 8. EMPL: 13
 9. SIZE: (20-X) MEDIUM
 10. REPUTATION: (22-X) GOOD
 11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED IN ORDER OF IMPORTANCE: LOCAL.
 12. RPT DATE : 11/76
 - 13A. 3622/13 IMP, DIST OF HI FI PRODUCTS, STUDIO AND BROADCASTING EQUIPMENT, AND EDUCATIONAL AIDS.
 14. CONTACT: PAISARN ASAVASOPHON TITLE: MANAGING DIRETOR.
 15. CABLE: ASAVASOPHON
 16. TELEX: --
 17. TEL. 2346467
 18. FINACIAL REFS: ASIA TRUST BANK LTD. 80-82 ANUWONGSE ROAD, BANGKOK.
 19. TRADE REFS: BOSE CORP., 100 THE MOUNTAIN ROAD, FRAMINGTON, MASS. 01701; SAE INTERNATIONAL, 1721 NEWPORT CIRCLE, SANTA ANA,
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PAGE 02 BANGKO 30183 021626Z

CALIF. 92705.

20. AGENCY REP: BOSE CORPORATION, 100 THE MOUNTAIN ROAD, FRAMINGTON, MASS. 01701, SPEAKER SYSTEM, AMPLIFIER, PREAMPLIFIER, PROFESSIONAL PRODUCT, ACQC 1968; SAE INTERNATIONAL, 1721 NEWPORT CIRCLE, SANTA ANA,

CALIF. 92705, ACQ: 1968; SME LTD., STEYNING, SUSSEX, ENGLAND, TONE ARM.ACQ: 1972.

21. SUBJECT FIRM WAS ESTABLISHED IN 1955 WITH A CAPITAL OF \$50,000 TO ACT AS IMPORTER AND DISTRIBUTOR OF HI-FI PRODUCT, STUDIO AND BROADCASTING EQUIPMENT AND EDUCATIONAL AIDS. IT IMPORTS MOSTLY FROM THE U.S. SUBJECT FIRM HAS 13 EMPLOYEES INCLUDING 4 SALESMEN. FIRM ENJOYS GOOD REPUTATION AMONG DELAERS AND END-USERS AS EXPERIENCED IN HANDLING ELECTRONIC SOUND EQUIPMENT SINCE ITS ESTABLISHMENT MORE THAN 20 YEARS AGO. SUBJECT FIRM IS WELL MANAGED BY MR. PAISARN ASAVASOPHON, YOUNGER BROTHER OF MR. PHADERMCHAI ASAVASOPHON, VICE PRESIDENT, WHO ALSO IS ONE OF THE EXECUTIVES OF 3M. IN THAILNAD. ITS SALES VOLUME IN 1975 WAS REPORTED TO BE \$175,000. LOCAL BANKS REPORT FAVORABLY ON THIS FIRM. IT IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

22. PREAPRED BY: SATHIT APPROVED BY: THOMAS C. STAVE
AT: AMEMBASSY BANGKOK
WHITEHOUSE

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NNN

Message Attributes

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TAGS: BEXP, TH
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